





Your Marketing Slice

From Robin Leon <rleon@aupairinamerica.com>

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To Robin Leon <rleon@aupairinamerica.com>

Happy Friday!

  Yippie-PIE-yay! Thanksgiving is almost here, the time of year when we're thankful, grateful, and wonderfully full of pie. So, grab a fork and dig into our latest edition. It's stuffed with great brand exposure and fantastic marketing ideas your colleagues have been cooking up.

Let's Talk Turkey



Speaking of giving thanks, be sure you take some time to craft a short gratitude email to APs, HFs, leads, TBMs, community partners, and anyone else you've connected with this year.

Here's a template to get you started...

Subject:  *With Gratitude from the APIA Team*

Hi **NAME**,

As the year comes to a close, we want to take a moment to say **thank you**. We're so grateful for each of you ...our host families who open your homes and hearts, our au pairs who bring curiosity, care, and culture to every exchange, and our community partners who help us spotlight the value of this amazing program.

Together, you make the APIA community what it is: supportive, inspiring, and full of shared growth and connection. Thank you for being part of this journey and for everything you do to make cultural exchange thrive all year long.

And if you happen to know someone who'd love to join the APIA family (as a host family or an au pair), don't keep us a secret! 😊 We'd love to welcome them in the year ahead.

With gratitude,

NAME

👉 **Wunderbar!**



Natalie Skidmore, CC in DC, and her German bropair busted out their traditional German clothing and brought a taste of Deutschland to their local Blocktoberfest. It was a truly lovely opportunity to connect and share the au pair experience with the community! Current, former, and prospective host families all stopped by Natalie's festive booth. Danke schön, Natalie!

 **Triple Take**



Alejandra Alvarado’s Boise Host Family Day had us seeing double, and triple... (there were 2 sets of triplets and a set of twins in attendance!). This meant double the fun and triple the community exposure! In addition to all of the community advertising Alejandra did beforehand, their picnic spot had a great street view, a local 5k race routed all participants past the gathering! You can run, but you can’t hide from APIA marketing. ;)

 **All About that Pace**



APIA was thrilled to participate in this year's New York City Marathon.

Team APIA had a whopping **SIX** runners in this year's race!


- Nathaly, a former AP from Panama
- Amina, a former AP from Germany
- French AP Meline, hosted in Pennsylvania, who trained with ...
- Host dad Connor, who'll also ran the Marathon
- AP Eliška, from Czechia, hosted in New Jersey

And our very own...**Andrea Hartwell, CC in Georgia!**

APIA also had 150+ volunteers on the race route, helping out at hydration stations. The APIA race day volunteer group was made up of awesome APs and our wonderful staff members and CCs. Big thanks to this crew for representing APIA during this one-of-a-kind race!

And finally, a huge shout out to CC Marli Meier for all her Marathon help and planning, and thanks to our belt bag elves in the office for getting APIA swag out to the volunteer team.

🍁 Halloween Happenings

 A person standing next to a table with a car in the back

AI-generated content may be incorrect.



Vero Beach's Monique Larson, Stamford's Christine Meek, and Colorado Springs' Claudia Goddard brought plenty of festive spirit to their local Trunk or Treat, Halloween Candy Crawl, and Boo at the Zoo events last month! These family-

friendly gatherings were a wonderful opportunity to connect with the community, share smiles, and spread the word about our program.

🍌 Hitting All the Right Notes



Baton Rouge's "Baby Grand" event was a huge success for CC Helen Baum. She was able to educate several new moms and dads about our program and get in some great networking. Helen's standout performance at Baby Grand led to the invitation to participate in a "Cover Kid" event through Baton Rouge's Parents Magazine. Talk about a standing ovation!

🍌 Fast & First



Our "Fast and First" promotion wraps up later this month. Congratulations on getting all of those interviews completed so quickly!

Host Family Interview Incentive:

Community Counselors have the opportunity to power up their paycheck by an extra \$25 per Host Family Interview (completed within 2 weeks of applying) and an extra \$50 for matching referred host families, now through November 26.

Host Family Discount:

Have you utilized your three \$100 TBM discounts? Each CC can offer three TBM families a \$100 off if they complete their Host Family Interview within two weeks of applying. (Both in-person and virtual interviews qualify, and this \$100 discount **can** be combined with other offers). This promotion also ends on November 26.

This year, we're thankful for YOU! Your creativity, dedication, and commitment to cultural exchange truly help us bring the world together.

Whether you turkey trot (or turkey not) next week, be sure to save room for pie!



Have a great weekend!

Important Marketing Links:

- Get info on all things marketing: [Marketing Microsite](#)
- I need videos, articles, and photos for sharing: [CC Toolkit](#)
- See what swag we have: [Swag Options](#)
- Order swag (please list quantities): [Swag Order Form](#)

Big thanks to Amanda Wagner for making these marketing e-newsletters possible!